

## IN THE CLAIMS

1. (Currently amended) A system for providing cross-marketing promotional offers to a customer, said system comprising:

at least one product inventory location for holding distinct products and displaying said distinct products to customers wherein at least one said distinct product is associated with at least one electronic tag, and wherein said at least one electronic tag is configured to convey product information;

a smart cart defining a customer-storage area used by a customer to store products while shopping;

at least one electronic tag reading device configured to retrieve information from the at least one electronic tag;

an electronic computing device in communication with said at least one electronic tag reading device and configured to accept, process, store and output said product information;

said electronic computing device further configured to:

(a) use said at least one electronic tag reading device to retrieve product information from an electronic tag associated with a hot-product wherein said hot-product is at least one of (i) a product being examined by a customer; and (ii) a product in a customer-storage-area;

(b) use said product information to determine if a cross-marketing promotional offer is associated with said hot-product;

(c) to notify said customer of a cross-marketing promotional offer determined to be associated with said hot-product; and wherein said promotional offer is one of a real time promotional offer and a near real time promotional offer; and

wherein said smart cart further comprises an item evaluator configured to measure a physical parameter of said hot-product placed in said customer-storage area and to cross reference the measured physical parameter with said product information to verify that the actual hot-product product corresponds to the product referenced in said product information.

2. (Original) A system for providing cross-marketing promotional offers to a customer as in claim 1, wherein said cross-marketing promotional offer is triggered by at least two items in said customer-storage-area.

3. (Previously presented) A system for providing cross-marketing promotional offers to a customer as in claim 1, wherein said electronic tag is an RFID (radio frequency identification device) smart tag and said electronic tag reading device is an RFID STR (smart tag reader) device.

4. (Original) A system for providing cross-marketing promotional offers to a customer as in claim 1, wherein said electronic tag reading device is further configured to transmit an electronic tag trigger signal.

5. (Original) A system for providing cross-marketing promotional offers to a customer as in claim 1, wherein said electronic computing device is a central computer.

6. (Original) A system for providing cross-marketing promotional offers to a customer as in claim 5, wherein said central computer is in communication with a customer-interface associated with said customer-storage-area and wherein said

customer-interface is configured to display at least part of said product information received from at least one of said central computer and said electronic tag reading device.

7. (Original) A system for providing cross-marketing promotional offers to a customer as in claim 1, wherein said electronic computing device is a computer comprising a customer-interface associated with said customer-storage-area.

8. (Original) A system for providing cross-marketing promotional offers to a customer as in claim 7, wherein said customer-interface is in communication with a central computer and wherein said customer-interface is further configured to receive a customer request for a desired product and to transfer said customer request to said central computer.

9. (Original) A system for providing cross-marketing promotional offers to a customer as in claim 8, wherein said customer-interface is further configured to receive and display product information from at least one of said electronic tag reading device and said central computer.

10. (Previously presented) A system for providing cross-marketing promotional offers to a customer as in claim 9, wherein said customer-interface further comprises an RFID STR device and wherein said item evaluator further comprises a scale in communication with said customer-interface.

11. (Previously presented) A smart cart comprising:

a customer-storage-area defined in said smart-cart and used by a customer to store products while shopping, wherein said customer-storage-area comprises an item-evaluator;

at least one electronic tag reading device configured to retrieve product information from electronic tags associated with products;

a smart cart computer in communication with said at least one electronic tag reading device and configured to retrieve product information from at least one electronic tag associated with a hot-product wherein said hot-product is at least one of:

(a) a product being examined by a customer; or (b) a product in said customer-storage-area;

wherein said smart cart computer is in communication with said item-evaluator;

wherein said smart cart computer is further configured to use said item-evaluator to measure a physical parameter of said hot-product placed in said customer-storage area and to compare said measured physical parameter with a known value to verify that said hot-product corresponds to the product identified in said product information;

wherein said smart cart computer is further configured to communicate with a remote computer and retrieve supplemental-product-information associated with said hot-product using at least part of said product information; and wherein said smart cart computer is further configured to present to said customer at least one member from the group consisting of: (a) at least part of said product information; (b) at least part of said supplemental-product-information; or (c) measured hot-product physical parameter information.

12. (Previously presented) A smart cart as in claim 11, wherein said at least one electronic tag reading device is an RFID (radio frequency identification device) STR (smart tag reader) device configured to receive electronic tag transmissions and to transmit an electronic tag trigger signal upon one of an automated computer request

generated by said remote computer, an automated computer request generated by said smart cart computer and a manual request generated by said customer.

13. (Original) A smart cart as in claim 11, wherein said smart cart computer is further configured to receive real-time cross-marketing promotional offers from said remote computer and present said real-time promotional offers to said customer and wherein said hot-product is a product placed in said customer-storage area.

14. (Previously presented) A smart cart as in claim 11, wherein said supplemental-product-information further comprises expected weight information for said hot-product;

    said item-evaluator is a scale;

    said physical parameter is weight; and

    said smart cart computer is configured to verify that the total-measured-weight of hot-products in said customer-storage-area is within a predefined weight-tolerance of the expected-total-weight for said hot-products.

15. (Original) A smart cart as in claim 14, wherein said smart cart computer is further configured to communicate with a check-out-computer at a point of sale and wherein said smart cart computer transfers to said check-out-computer at least part of the product information related to the hot-product in said customer-storage-area.

16. (Original) A smart cart as in claim 15, wherein at least one of said smart cart computer and said check-out-computer automatically determines the total sales price minus any qualifying cross-marking discounts for said hot-product.

17. (Previously presented) A smart cart as in claim 16, wherein at least one of said smart cart computer or said check-out-computer automatically validates a customer

check-out by verifying that the total-measured-weight for the hot-product in said customer storage area is within a predefined weight-tolerance of the expected-total-weight for said hot-product.

18. (Previously presented) A network enabled smart cart comprising:
  - a customer storage area defined in said smart cart comprising a scale configured in said customer storage area;
  - a customer interface;
  - at least one electronic tag scanning device associated with said customer interface and configured to receive electronic tag transmissions from electronic tags associated with hot-products;
  - a first computer associated with said customer interface;  
wherein said first computer is in communication with said at least one electronic tag scanning device and configured to retrieve product information stored in the electronic tags associated with said hot-products;
  - a first network operating in accordance with a predetermined protocol;
  - a second network comprising a plurality of said customer interfaces;
  - a gateway operatively coupled to said first network and to said second network;
  - an HTTP server embedded in one of said gateway and said plurality of customer interfaces; and  
wherein said first computer is configured to establish a communication connection to a third party computer so that a customer can directly communicate with a third party via said customer interface.

19. (Previously presented) A network enabled smart cart as in claim 18, wherein

said customer interface further comprises at least one of: (a) an LCD (liquid crystal display) display; (b) an audio system for generating and receiving audio messages; (c) a digital camera; (d) a video camera; or (e) a card reader.

20. Cancelled

21. (Previously presented) A network enabled smart cart as in claim 19, wherein said first computer is further configured to execute a Main CMAC (cross-marketing & automatic check-out) routine when a smart cart is present at a point of sale location.

22. (Original) A network enabled smart cart as in claim 19, wherein said at least one electronic tag scanning device and said scale are integrated into the same component.

23. (Original) A network enabled smart cart as in claim 19, wherein said first computer is in communication with a remote computer and wherein said first computer is further configured to use the product information retrieved from the electronic tags associated with said hot-products to retrieve supplemental-product-information from said remote computer.

24. (Previously presented) A network enabled smart cart as in claim 23, wherein said supplemental-product-information includes at least one of the following: (a) hot-product expected-weight information; (b) hot-product pricing information; or (c) promotional offering information associated with the purchase of said hot-product.

25. (Original) A network enabled smart cart as in claim 24, wherein said first computer is in communication with said scale and configured to retrieve measured weight information for said hot-products and compare said measured weight with said expected-weight and issue an alert when said measured weight is not within a

predefined tolerance of said expected weight.

26. (Original) A network enabled smart cart as in claim 25, wherein said first computer is further configured to use said customer interface to present said promotional offering information associated with said hot products to a customer.

27. (Previously presented) A network enabled smart cart as in claim 26, wherein said first computer is further configured to automatically determine the pricing information for said hot products and automatically adjust said pricing information consistent with the requirements of accepted promotional offers.

Claims 28 - 39: Cancelled